

PhysiciansCommittee

for Responsible Medicine

PCRM.ORG

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POSTAL REGULATORY
COMMISSION
U.S. DEPARTMENT OF JUSTICE

January 21, 2019

Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, DC 20268

Re: Docket RM2017-3

Dear Commissioners,

Physicians Committee for Responsible Medicine (PCRM) is a not-for-profit organization. We are dedicated to saving and improving human and animal lives through the promotion of healthy, plant-based diets and ethical and effective scientific research.

PCRM relies on direct mail communications to raise nearly \$4 million per year, about 20 percent of our budget. We mail 4 million letters and newsletters to members and prospective supporters. Direct mail is crucial to educating our current supporters and acquiring new donors to fuel our live saving work into the future.

Postage increases such as the ones proposed will reduce the effectiveness of our direct mail campaigns and will likely cause us to reduce the volume of outgoing mail. By reaching fewer donors, the effectiveness of our campaigns will likely suffer as we will receive less funding to conduct research and educate the medical community about ways they can help their patients reduce the risk of cancer, diabetes, and other devastating diseases.

The Physicians Committee for Responsible Medicine urges the Postal Regulatory Commission to reconsider its proposal to increase postage rates.

Sincerely,



Craig P. Ziskin, President
Director of Annual Giving

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